

Rachelle Edwards

Contact Information

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📁 Portfolio

Software Tools and Platforms

Project Management

Asana, Wrike

Event and Registration Planning

Cvent, Eventbrite, HubSpot Registration Pages

Forms and Workflow Automation

Typeform, Zapier, HubSpot Forms

Email and Campaigns

Mailchimp, Stripo, ClickDimensions

Social Media Management and Posting

Hootsuite, Sprout Social

Web Builder Platforms with Coding

Ceros, Firebase

Digital and UX Design

Adobe Illustrator, Photoshop, InDesign, Figma

Motion Graphics and Video Production

Adobe After Effects, Adobe Premiere Pro

Podcast Production and Hosting

Castos, Adobe Audition

CRM and Marketing Communications

Salesforce, Microsoft Excel, Word, PowerPoint

AI Tools

Abacus.AI, HubSpot AI, Salesforce Einstein

Experience

Digital Experience Campaign Builder

Freelance | Canada

Jun 2024 – Present

Created full campaign concepts from client goals, handling both marketing copy and visual design work.

Researched products and services to identify what drives sales. Wrote campaign messaging and designed supporting visuals for digital, print, and social media.

Managed projects from client briefing through feedback rounds within budget and timeline. Used AI tools for measurement, testing, and translation to improve results.

Marketer and Digital Designer

UJA Federation | Toronto

Jan 2024 – Jun 2024

Redesigned PJ and Teen monthly newsletters to make them customizable for community events. Increased advertising opportunities by 35% for local and global programs.

Created and executed social media campaigns across 8 digital channels, writing copy and designing visuals for each post. Managed content calendars and tracked performance on 15+ campaigns monthly. Tested ads with small budgets before scaling what worked, improving conversions by 22%.

Marketer and Digital Designer

Demant | Toronto

Feb 2022 – Nov 2024

Handled the entire process for 3+ annual events including creating landing and registration pages. Set up automated email follow ups, planned and scheduled social media campaigns. Coordinated vendor quotes and designed swag and event branding.

Built a lead generation workflow using Zapier and Salesforce. Segmented leads by interest and geography from CRM lists. Sent personalized emails and flagged leads for sales.

Supported B2B and B2C client relations in digital and print marketing. Managed invoicing data and improved billing accuracy.

Senior Technical Graphic Specialist

Canada Life | London

Jan 2017 – Oct 2021

Managed team of 3 junior marketing and creative members. Oversaw project intake, confirmed briefs, assets, timelines, and approvals before assigning work. Reviewed content for clarity. Directed art across print and digital to maintain brand alignment.

Contributed to the company rebrand. Worked with teams and the agency on messaging, logo usage, typography, imagery, and illustration. Maintained consistent brand identity across all materials.

Produced videos with graphic elements using After Effects and stock footage. These videos explained insurance concepts to diverse audiences.

Standardized templates for marketing materials. Others could add numbers, titles, and client names while keeping a professional look, reducing production time by 50%.

Senior Technical Graphic Specialist

Cossette Media | Toronto

Jul 2014 – Jan 2017

Turned complex insurance data into clear dashboards, infographics, and charts. Helped stakeholders make informed decisions.

Developed detailed company and client profiles. Showed how products matched client goals. Used data and clear messaging to strengthen proposals

Developed engaging finalist decks. Created an interactive, website like experience through PowerPoint using macros and dropdown menus.

Brand Manager and Graphic Designer

Varicon Productions | SC Johnson | London

Apr 2007 – Jul 2014

Managed vendor relationships with 2 partners in China and Mexico. Maintained communication, quality control, and timely delivery while reducing costs by 27%.

Maintained regulatory compliance for all Canadian materials. Including ingredient lists, hazard information, instructions, and graphics. In accordance with Canadian regulations and standards.

Education**UX Design**

Google | Global

Jan 2024 – Dec 2024**After Effects Kickstart**

School of Motion | Global

Jan 2018 – May 2018**HTML Foundations**

Fanshawe College | London

Sep 2017 – Jan 2018**Advertising and Graphic Design**

Humber College | Toronto

Sep 2004 – Apr 2007